

8 REASONS WHY CRAVEN "A" CORK-TIPPED CIGARETTES do not affect the throat



WE state without any qualification whatever that Craven "A" Cork-Tipped Cigarettes do not affect the throat. It is no idle claim. It can be proven as it is proven daily by hundreds of thousands of your countrymen and women. Read these 8 points, which explain why, and you will better understand the fact that Carreras tell the truth in their advertising. *We challenge you to find all these facts about any other cigarette made.*

TOBACCO

Proportionate blending of 100% pure matured Virginia tobaccos — A- MILD Virginia for DELICACY; FULL STRENGTH Virginia for BODY; VERY RICH Virginia for FLAVOUR; And ANOTHER solely for its BOUQUET. In the blending of these tobaccos Carreras' EXPERIENCE and FORMULAS are unique.

SAND

Craven "A" have the only complete dust extracting plant of its kind in Great Britain. It is a process exclusive to them. Tobacco grows in sandy soil, and the fine particles of sand adhere to the leaves. We get rid of this sand when making Craven "A" because this sand would get hot and would come into the mouth, thus causing mouth and throat irritation.

PAPER

The tobacco is wrapped in the very highest quality British paper, certified by an eminent analyst to be made from pure materials free from harmful ingredients or injurious acidity.

CORK

The Craven "A" Cork Tip is velvet smooth and is made of PURE NATURAL Cork, Hygienic and Waterproof. It is fixed by an exclusive Carreras Special Process — it binds the end of the cigarette firmly and prevents the loose strands of tobacco from entering the mouth and throat. Craven "A" Cork Tip does not stick to the lips.

COOL

Our Cork Tip, by being waterproof, absolutely prevents the tobacco from becoming damp and generating heat. Craven "A" smokes cool from the first puff to the last. It does not allow moisture to set up chemical action in the tobacco and so affecting the saliva with harmful results.

JUICES

The Craven "A" Cork Tip prevents the moisture from the mouth from dampening the tobacco, so that no tobacco juices enter the mouth or throat. Speakers and singers smoke Craven "A" for this reason alone.

STAIN

The Craven "A" Cork Tip does not allow tobacco stain to come through to the fingers or the lips, an obvious advantage to every smoker.

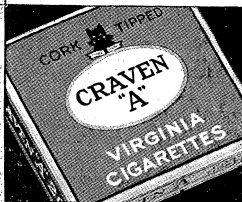
THROAT

All these points explain the reason why the perfect Craven "A" cork-tipped cigarette does not injure your throat. You can smoke as many as you like without any harmful effects whatever.

Change over to-day to
CRAVEN A
and prove these facts
for yourself

Made by
CARRERAS LTD.

143 YEARS' REPUTATION FOR QUALITY



Made Specially to Prevent Sore Throats

Craven "A".

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